



## Southeast Michigan Talent Challenges and Solutions

Michigan House of Representatives  
Workforce and Talent Development Committee  
May 7, 2015



### What is W

*Data & research  
guided employer  
strategies and policy*



#### Community Colleges

Henry Ford College  
Oakland Community College  
Macomb Community College  
Monroe Community College  
Mott Community College  
Schoolcraft College  
St. Clair County Community College  
Washtenaw Community College  
Wayne County Community College District

#### Michigan Works! Agencies

Livingston County Michigan Works!  
Detroit Employment Solutions Corporation  
Genesee-Shiawassee Michigan Works!  
Macomb - St. Clair Michigan Works!  
Oakland County Michigan Works!  
Southeast Michigan Community Alliance  
Washtenaw County Michigan Works!

#### Funders

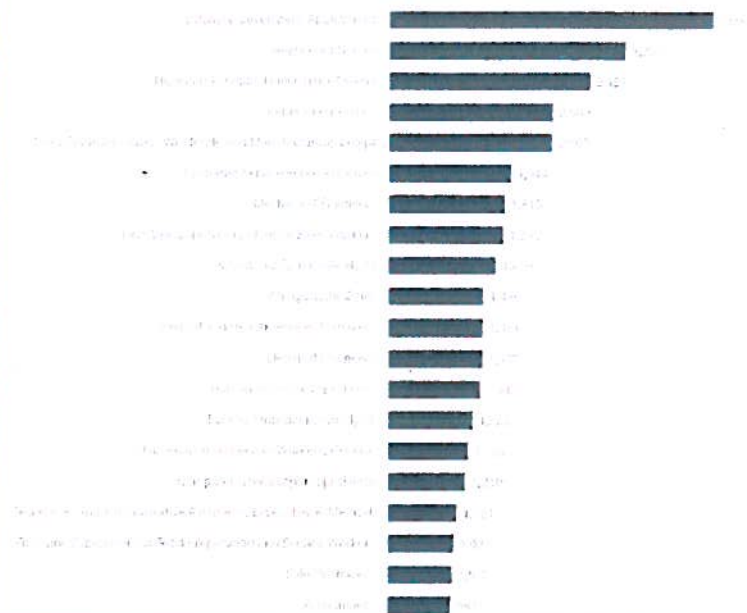
WIN Board Members  
New Economy Initiative  
W. K. Kellogg Foundation  
Kresge Foundation  
J. P. Morgan Chase  
U.S. Economic Development Administration  
U.S. Department of Labor ETA  
U.S. Department of Energy  
U.S. SBA  
NNMI (U.S. Dept of Navy)  
Michigan Economic Development Corporation  
Wayne County EDGE  
Others





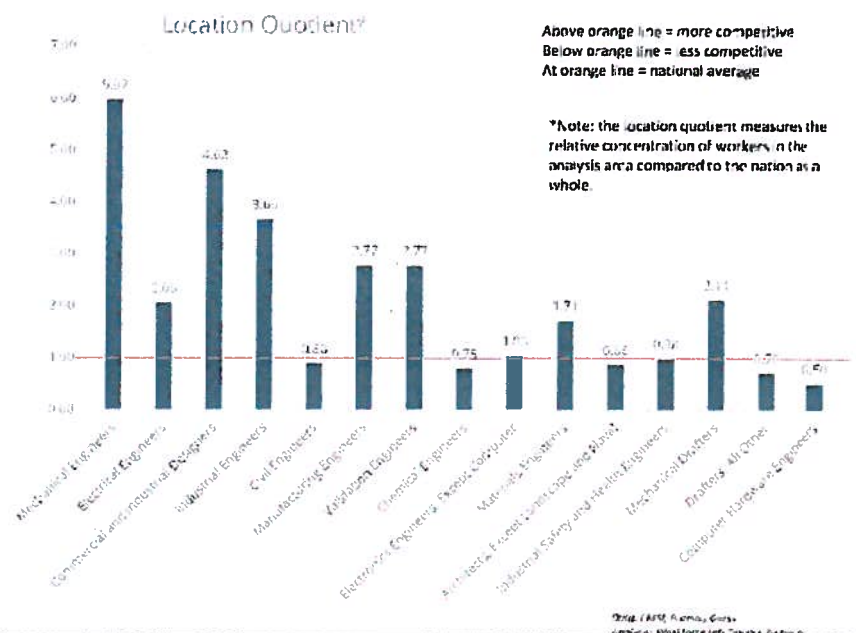


## Job demand



## Supply

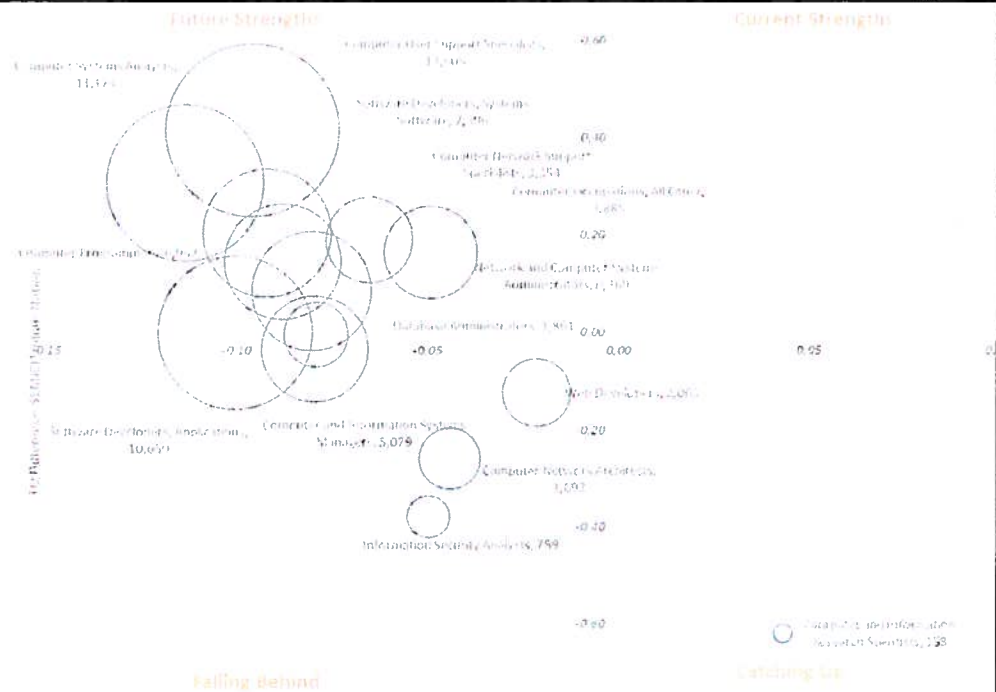
### ENGINEERS AND DESIGNERS: TOP 15 JOBS LOCATION QUOTIENT AND WAGES



## Earnings

ONET Code	Occupation	10th Percentile Hourly Earnings	25th Percentile Hourly Earnings	Median Hourly Earnings	75th Percentile Hourly Earnings	90th Percentile Hourly Earnings
15-1132	Software Developers, Applications	\$25.45	\$31.15	\$39.38	\$47.30	\$57.06
15-1121	Computer Systems Analysis	\$25.88	\$22.20	\$35.67	\$45.47	\$53.25
15-1190	Business Intelligence Analysts	\$24.26	\$31.05	\$39.66	\$48.36	\$56.85
15-1151	Computer User Support Specialists	\$12.50	\$15.74	\$22.42	\$27.57	\$35.56
15-1199	Computer Systems Engineers/Architects	\$24.26	\$31.05	\$39.66	\$48.36	\$56.85
15-1141	Database Administrators	\$21.32	\$29.55	\$40.66	\$47.48	\$58.61
15-1133	Software Developers, Systems Software	\$28.54	\$34.22	\$43.96	\$52.23	\$62.39
15-1134	Web Developers	\$15.57	\$20.75	\$26.86	\$32.30	\$39.20
15-1131	Computer Programmers	\$22.13	\$27.05	\$33.90	\$40.65	\$48.98
15-1142	Network and Computer Systems Administrators	\$23.26	\$28.84	\$36.04	\$42.74	\$50.64
15-1199	Software Quality Assurance Engineers and Testers	\$24.26	\$31.05	\$39.66	\$48.36	\$56.85
15-1199	Information Technology Project Managers	\$24.26	\$31.05	\$39.66	\$48.36	\$56.85
15-1122	Information Security Analysts	\$23.90	\$29.78	\$40.05	\$50.03	\$58.03
15-1199	Data Warehousing Specialists	\$24.26	\$31.05	\$39.66	\$48.36	\$56.85
15-1199	Database Architects	\$28.26	\$31.05	\$39.66	\$48.36	\$56.85

## + More



## Key trends

### Fewer jobs that only require high school

There will be *negative* growth in jobs that do not require any post-secondary training. Jobs for workers with a high school education or less are disappearing.

### 7,605 new mid-skill jobs in next 5 years

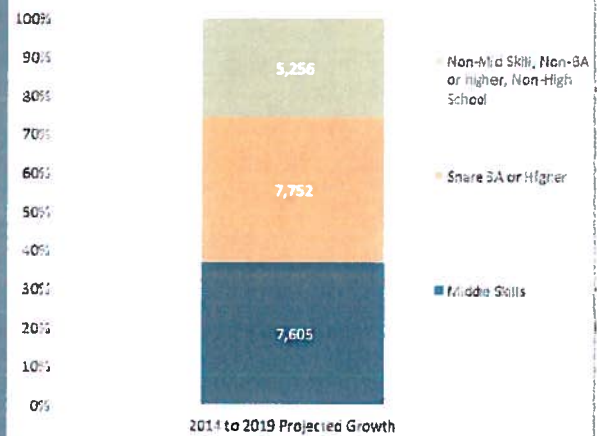
Middle-skill jobs will be 37% of all job growth in the region in the coming 5 years.

### Post-secondary training is a must

Training past high school is a must for all growing occupations.

<http://www.wln-semich.org/data-research/working-smarter-special-report-series/>

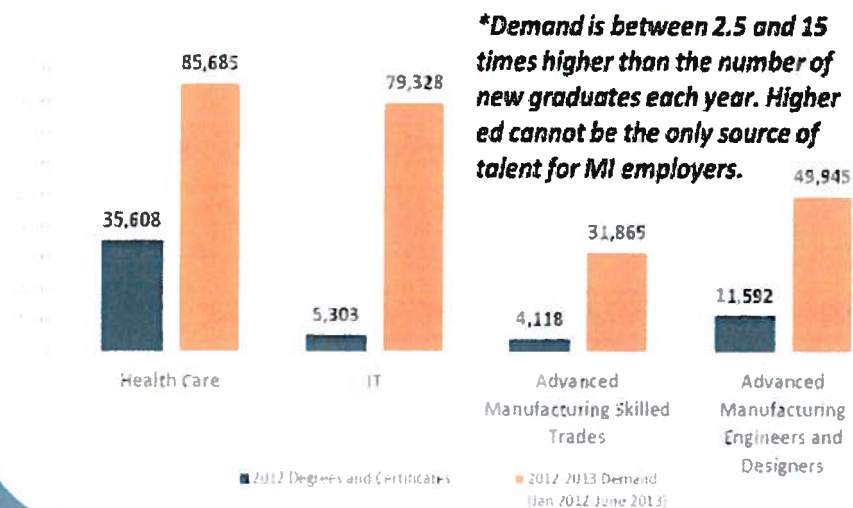
Share of Total Southeast Michigan Projected Job Gains (2014-2019)



Data: EMSI  
Analysis: Workforce Intelligence Network

## Key trends

2012 Completions vs. 2012-2013 Job Demand  
(demand = number of online job postings)





## Key trends

In the U.S., 10,000 workers reach retirement age each day. This will be the case every day for the next 17 years.

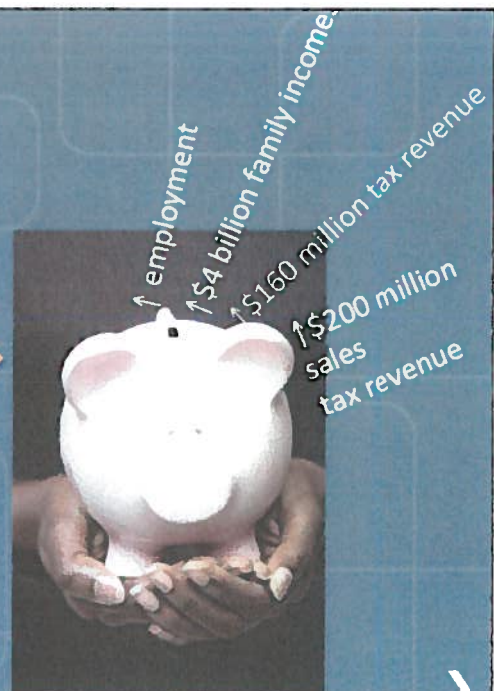
*In Southeast Michigan this translates to roughly 58,000 workers per year.*

## Bottom line

Michigan could lose nearly 250,000 residents between the ages of 10 and 30 by 2023.

We could retain at least 75,000 additional workers by helping students get into high-wage, lucrative careers within the next decade.

Which could translate into:



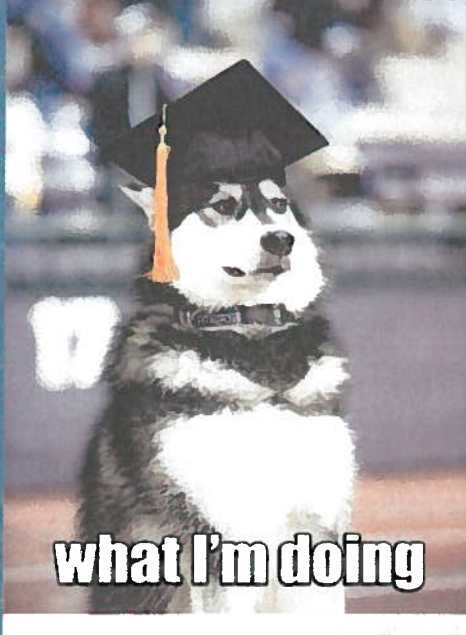
## How do we do this?

College preparation is important but insufficient.

1. *It does not help students understand where the greatest opportunities are.*
2. *Even college-educated workers are failing to meet employer needs.*



**I still have no idea**



**what I'm doing**

## College conundrum

46% of college graduates feel they are prepared for the workforce upon graduation.

Only 36% of employers agree.

In key skills (communication, critical thinking, teamwork) fewer than 15% of employers feel students are well-prepared.





## Experience wanted

### Of the 351,355 job postings in Southeast Michigan in 2014...

Only 11% of postings (in any industry, any position) are looking for candidates with less than 2 years of experience.

Of those requesting a four-year degree or higher, only 3% were searching for candidates with less than two years of experience.



## How should we respond?

### We asked 300 regional experts...





## The priorities-a sneak peek

1. Support a **single-online, state-funded career exploration and navigation resource** with integrated curriculum components for each grade level.
2. Use **data** and other information to educate students, parents, counselors, teachers and other influencers on **top-demand career opportunities** (jobs available, salaries, etc.) and related education/training available to prepare for them.
3. Create career and technical education (CTE) **pathways** into four-year education programs.
4. Identify the **priority of education** and shift the focus from only college readiness to both career and college readiness.
5. Encourage the state to use **real-time data to develop the CTE program rank list** in order to keep the programs that are funded more relevant to current job needs. Recommend that the list be ranked according to local need.

## How do we do this?

**Single, state-funded  
career navigation  
resource**

How do we do this?

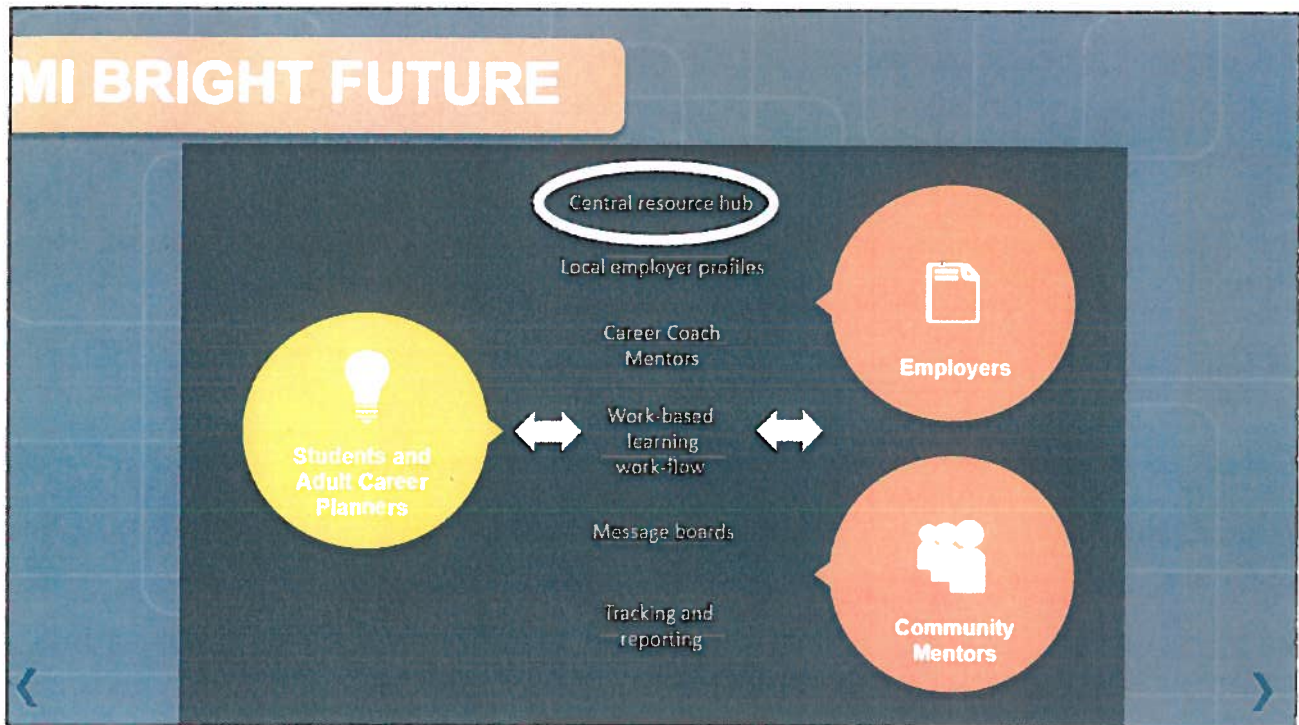
## Career Cruising

- 66% statewide penetration (90+% in SE MI)
- Schools pay for it despite availability of other tools (even “free” ones)
- State access would achieve economies of scale and improved processes for EDP

Introducing. . .







## CTE funding

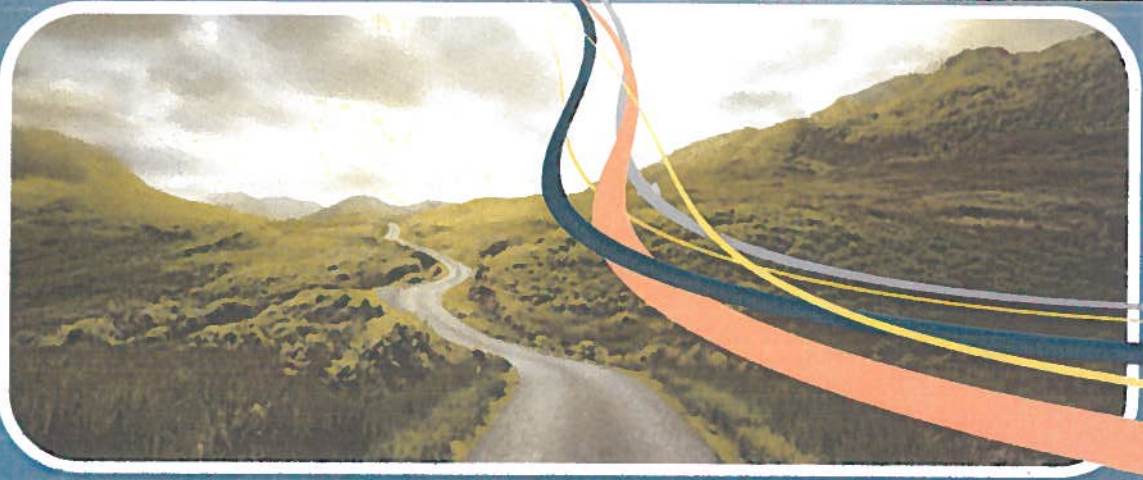
	<b>2013-2014 Funding Policy - For CTE</b>	<b>2013 Top-Demand Jobs - SE MI</b>
60%	1 Business administration management and operations	1 Software developers - applications
	2 Marketing and sales services	2 Retail sales
	3 Therapeutic services	3 Registered nurses
	4 Computer systems networking telecommunications	4 Sales, wholesale & manuf
	5 Construction trades	5 First-line supervisors - retail
	6 Child and custodial care	6 Customer service representatives
40%	7 Finance and financial management services	7 Heavy & tractor truck drivers
	8 Education general	8 Computer systems analysts
	9 System administration/administrator	9 Medical and health services managers
	10 Computer programming/programmer	10 Mechanical engineers
	Etc.	Etc.
	Etc.	Etc.
	Etc.	Etc.
	41 Etc.	Etc.


## Access to data

### ES 202 (UI wage data)

- Michigan has one of the most restrictive (and punitive) policies in the country
- Program outcomes are hard to track → are we making the right investments?





 **WIN** WORKFORCE  
INTELLIGENCE  
NETWORK  
for Southeast Michigan

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**Thank  
You!**

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